



Factor TG Dashboard Reporting

How are actual consumers responding to your campaign... right now?

Which media channel is most efficient at reaching your best audiences?

What is the optimal advertising spend, media mix and creative message to drive the highest possible ROI?

Advertising Performance Measurement Solutions

Factor Technology Group's analytics platform measures and optimizes cross media advertising effectiveness based on the response of actual consumers reached by the campaigns. This insight provides the answers you need to make smarter decisions about how to improve the return on your integrated advertising investment.

Our clients include leading global brand advertisers and their media and creative agencies. We work in all major industry verticals, with clients such as Nissan, GlaxoSmithKline, Sanofi-Aventis, Liberty Mutual, Microsoft, Chrysler, Wyeth, Razorfish and Yahoo!

Factor TG Drives Business Results

Results from recent case studies:

- Reallocated advertising spend among TV, print and online for a national branding campaign, resulting in \$17 million in incremental projected sales.
- Reduced advertising expenditure by \$70 million year over year, while achieving the same sales and branding results.
- Optimized advertising spend on a new product within weeks of launch, resulting in \$9 million in savings without losing a single sale.
- Measured the continuous impact of consumer advertising campaigns on pharmaceutical prescription volumes.

The First-Ever Advertising Performance Platform

Our proprietary technology and methodology drive unprecedented visibility and control of advertising investments. Using our platform, our clients are able to make media allocation decisions, optimize creative executions and deliver better overall financial results without increasing budgets.

Benefits

- ☑ **Visibility of Advertising Performance** – Immediate insight into performance of advertising campaigns against consumers actually reached.
- ☑ **In-Depth Accountability of Return on Advertising Investment** – Determine advertising ROI by media and funnel stage.
- ☑ **Actionable Campaign Optimization Insights** – Recommendations on what's working, what's not and how to reallocate advertising dollars to optimize ROI.

What is the ROI of your advertising?

How does each advertising channel/combination impact the brand and drive sales?

How is the campaign impacting the target audience share of brand perceptions and purchase intention?

Our Approach

- ☑ **Accuracy** – Gold standard, quantitative experimental design with advertising exposure by media and tactic.
- ☑ **Depth** – Measurement of various media channels, audience target segments, creative concepts and competitive dynamics.
- ☑ **Timeliness** – Early read into campaign performance; weekly data, monthly metrics, mid-campaign optimization.
- ☑ **Scalability** – Continuous measurement of advertising activities for all brands across all media channels.

How Factor TG Is Different

	Factor TG	Brand Tracking	Media Mix Modeling
Accuracy	Measures impact on consumers reached by the ad campaign	High-level read on brand measures, not campaign impact	Cannot detect low-weight media, not granular
Actionability	Offers immediate optimization to improve ROI	Cannot inform campaign-level decisions	Time lag to reporting reduces actionability

How Factor TG Can Impact Your Enterprise

Our insights support decision-making at all levels of the marketing organization, from CMOs and their marketing/media teams to agency planners and creative teams. Our actionable insights have a direct impact on improving the efficiency of your media plan and creative executions. Contact us at 415-352-4000 to request information from one of our advertising measurement specialists in your industry.

About Factor TG

Factor TG was founded in 2005 by thought leaders in marketing, technology and market research. We are headquartered in San Francisco with operations in Europe and Asia. Factor TG methods are compliant with global standards determined by the ARF, ANA, CASRO, IAB and ESOMAR.